

ORDER



Orders
Order / Rev: 712900
Alt Order #: 6311455
Product Desc: PRTOECT FL TAXPAYERS
Estimate:
Flight Dates: 10/22/12 - 11/02/12
Original Date / Rev: 09/11/12 / 09/12/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Protect Florida Taxpayers
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	66	\$29,200.00	\$24,820.00
10/29/12	11/02/12	55	\$25,100.00	\$21,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	66	\$29,200.00	\$24,820.00	0.00
November 2012	55	\$25,100.00	\$21,335.00	0.00
Totals	121	\$54,300.00	\$46,155.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	27%	\$54,300.00
Market	100%	\$201,111.11

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$10,055.56
WCWJ	0%	\$0.00
WJXT	46%	\$92,511.11
WJXX	7%	\$14,077.78
WTEV	15%	\$30,166.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/22/12	11/02/12	M-F 5-6a M-F 5-6am	CM	5a-6a	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			5			\$300.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			5			\$300.00		0.00			
2	WTLV	10/22/12	11/02/12	M-F 6-7a M-F 6-7am	CM	6a-7a	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			5			\$700.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			5			\$700.00		0.00			
3	WTLV	10/22/12	11/02/12	Today Show	CM	7a-9a	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	10	\$7,000.00

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Flight Dates: 10/22/12 - 11/02/12

Advertiser: Protect Florida Taxpayers
Product Desc: PRTOECT FL TAXPAYERS
Estimate: WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$700.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
4	WTLV	10/22/12	11/02/12	Today Show II	CM	9a-10a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	10	\$3,500.00
M-F 9-10am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$350.00		0.00			
5	WTLV	10/22/12	11/02/12	M-F 11a-12p	CM	M-F 11a-12p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	10	\$800.00
First Coast Living															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$80.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$80.00		0.00			
6	WTLV	10/22/12	11/02/12	M-F 12-1230p	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	10	\$2,000.00
FCN Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
7	WTLV	10/22/12	11/02/12	M-F 1230-1p	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	10	\$1,100.00
Extra															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$110.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$110.00		0.00			
8	WTLV	10/22/12	11/02/12	M-F 5-530p	CM	M-F 5p-5:30p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	10	\$3,500.00
M-F 5-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$350.00		0.00			
9	WTLV	10/22/12	11/02/12	M-F 530-6p	CM	M-F 5:30p-6p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	10	\$4,500.00
M-F 5:30-6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$450.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$450.00		0.00			
10	WTLV	10/23/12	10/25/12	M-F 6-630p	CM	M-F 6p-6:30p	-T-T---	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
M-F 6-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---					2	\$900.00		0.00			
11	WTLV	10/31/12	10/31/12	M-F 6-630p	CM	M-F 6p-6:30p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
M-F 6-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$900.00		0.00			
12	WTLV	10/22/12	11/02/12	M-F 7-730p	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	10	\$12,000.00
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
13	WTLV	10/22/12	10/28/12	LN (M-Su)	CM	11-1135p	MTWT--S	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWT--S					5	\$500.00		0.00			
14	WTLV	10/29/12	11/02/12	LN (M-Su)	CM	11-1135p	MT--TF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT--TF--					4	\$500.00		0.00			
15	WTLV	10/22/12	10/25/12	Tonight Show	CM	1135p-1237a	M-WT---	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-WT---					3	\$300.00		0.00			
16	WTLV	10/22/12	10/26/12		CM	1135p-1237a	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00

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Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			5			\$300.00		0.00			
17	WTLV	10/27/12	10/27/12	Sat 8-10a	CM	8a-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Sat 8a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1			\$300.00		0.00			
													Totals	121	\$54,300.00